

**Summary Report for Individual Task  
805B-79T-3209  
Conduct Area Canvass  
Status: Approved**

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You have identified a target area and scheduled an area canvass in your Time Management Work Plan. You have access to resource materials, required equipment, and leadership guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Conduct area canvassing prospecting by: determine target location(s); obtain promotional items; determine canvassing objectives; and conduct market expansion activities.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

Task Statements
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**Cue:** None

DANGER

None

WARNING

None

CAUTION

None

**Remarks:** None

**Notes:** None

## Performance Steps

### 1. Prepare a detailed canvassing strategy.

- a. Devise a strategy that will synchronize area canvassing operations with other recruiting activities.
- b. Gather information that reflects the areas that historically produce the most enlistments.
- c. Compile Recruiter Publicity Items (RPI) and posters that highlight and reinforce the area's popular enlistment options.
- d. Identify service industry hiring practices, wages, turnover, employee profiles, shift schedules, and volume of employment by type of business for each of the previously identified zones.
- e. Plan detailed travel route through previously identified zones to maximize ARNG visibility and contacts with potential prospects and COI/VIP.

### 2. Conduct an organized canvassing effort.

- a. Place appropriate posters in high visibility areas.

(1) Record location and date in the planning tool or locally prepared canvassing file. Annotation should include POC for location and date of posting.

(2) Check posters periodically for condition and replace when necessary, or when new information indicates that a change in advertisement may produce better results.

- b. Stock in high visibility locations with RPIs that advertise the areas popular enlistment options.

(1) Document RPI type, quantity placed, location, and date.

(2) Check RPI racks frequently to determine use (brochures) and replenish with new or different types as necessary.

(3) Use "small take one RPIs" instead of larger "brochure" type. The smaller RPI stimulate curiosity and generate call-in/walk-ins to recruiters. (use the large brochure type as evidence in the ARNG interview or for use in providing information to COI/VIPs during presentations).

- c. Tell the ARNG story to people of all ages, backgrounds, and occupations to cultivate new leads.

(1) Obtain name, address, and phone number to follow up for possible commitment to an ARNG interview.

(2) Determine the best time to contact the lead. (could be future prospect or COI/VIP).

d. Structure the canvassing effort to include contact with the potentially large volume of service industry employees that work at night.

e. Establish a predictable, same time at the same location, canvassing pattern/ routine to enhance lead generation. (If pattern is not productive, revisit and adjust).

- f. Provide business cards at all appropriate locations and begin COI/VIP development as indicated.

(1) School officials.

(2) Local business.

- (3) Community clubs, groups, and civic organizations.
- (4) Local government offices.
- (5) Newspaper companies.
- (6) Radio and television stations.
- (7) Any other establishments with the potential to influence the market or provide referrals.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Prepared a detailed canvassing strategy.			
a. Divided the recruiting zone into multiple areas to take advantage of canvassing in conjunction with prospecting and other recruiting activities.			
b. Gathered information that reflects the areas historically productive locations.			
c. Compiled Recruiter Publicity Items (RPI) and posters that highlight and reinforce the area's popular enlistment options.			
d. Determined what areas lack the proportionate number of COI/VIPs and plot a contact strategy for each of the previously identified zones.			
e. Identified service industry hiring practices wages, turnover, employee profiles, shift schedules, and volume of employment by type of business for each of the previously identified zones.			
f. Planned detailed travel route through previously identified zones to maximize ARNG visibility and contacts with prospects and COI/VIPs.			
2. Conducted an organized canvassing effort.			
a. Placed appropriate posters in high visibility areas.			
(1) Recorded location and date in the Recruiter Zone Calendar. Annotation should include POC for location and date of posting.			
(2) Checked posters periodically for condition and replaced when necessary, or when new information indicates that a change in advertisement may produce better results.			
b. Stocked high visibility locations with RPIs that advertise the areas popular enlistment options.			
(1) Documented RPI type, quantity placed, location, and date.			
(2) Checked RPI racks frequently to determine use (brochures) and replenish with new or different types as necessary.			
(3) Used small take one RPI instead of larger "brochure" type. The smaller RPIs stimulate curiosity and generate call-in/walk-ins to recruiters. (use the large brochure type as evidence in the ARNG interview or for use in providing information to COI/VIPs during presentations).			
c. Told the ARNG story to people of all ages, backgrounds, and occupations to cultivate new leads.			
(1) Obtained name, address, and of phone number to follow up for possible commitment to an ARNG Interview.			
(2) Determined the best time to contact the lead (could be future prospect or COI/VIP.			
d. Structured the canvassing effort to include contact with the potentially large volume of service industry employees that work at night.			
e. Established a predictable, same time at the location, canvassing pattern/ routine that enhanced lead generation.			
f. Provided business cards at all appropriate locations and begin COI/VIP development as indicated.			
(1) School officials.			
(2) Local business.			
(3) Community clubs, groups, and civic organizations.			
(4) Local government offices.			
(5) News paper companies.			
(6) Radio and television stations.			
3. Documented newly cultivated leads and COI/VIPs into Recruiter Zone and updated existing COI/VIPs that have been contacted while canvassing.			
4. Participated in AAR with NCOIC.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	RECRUITER ZONE 2.00	Recruiter Zone 2.00 Users Manual	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T-ARNG Recruiting and Retention-SL3	Enlisted	MOS: 79T, Skill Level: SL3, ASI: V7, Duty Pos: REA, SQI: 4